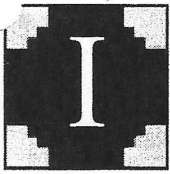


Introducing the Next NMJHS President: Lance Bell

By Lance Bell



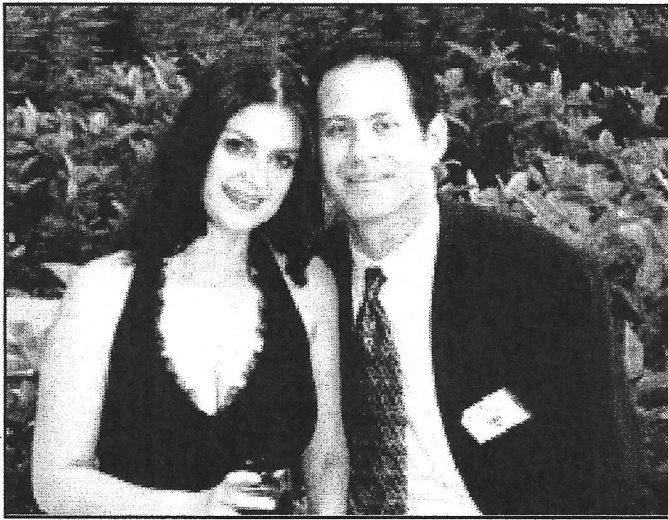
I was born on May 9th, 1966 at St. Vincent's hospital in Santa Fe, New Mexico. At the time, the hospital was located in downtown

Santa Fe on the corner of Palace and Paseo de Peralta. After attending and graduating from Santa Fe High School, I attended the University of New Mexico and graduated with a Bachelors of Business Administration degree in 1989.

I have always been interested in history and especially my family genealogy. My family came to NM in 1916. My grandfather Morris Bell and his brother Barney Bell traveled to NM from Trinidad and Denver, Colorado, on a covered wagon.

My grandfather had shortened his name from Belitzer to Bell during this time. He eventually met and married my grandmother, Ethel Bell, in Denver, CO. They opened their first store in Espanola, NM, where my late father - their second son - Irving Aaron Bell, was born. Eventually my grandparents had about 9 stores throughout NM. The hub of what was later to be known as Bell's Department Stores was in Santa Fe, NM. My father and his family continued the business and operated Bell's in Santa Fe on San Francisco Street for 60 years in the same loca-

tion. Bell's was known as "Santa Fe's family store" as many generations of customers shopped there to purchase shoes, clothes, Levi's, wedding dresses, etc. - and even baptismal or holy communion outfits. My father passed away when I was 15 years old and Bell's closed when I was



Incoming NMJHS President Lance Bell and wife Julia

18 years old. I had always thought that I would one day work and run the business with my older brother Jon. After graduating from UNM and attending the Robert Anderson School of Management, I was not sure what I would do. My career path has taken me down the following road: I worked first for Nestle Foods, then Hershey Chocolate USA, Hershey Pasta Company, Johnson & Johnson's Ortho Biotech Division; and now I have found my new home working for the oldest and best biotech company in America,

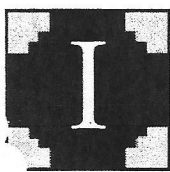
Genentech. I am involved with a cancer therapeutic called Avastin that treats patients with metastatic colorectal cancer. My work is very rewarding, and I know that our message and our therapy helps people live longer lives.

I married my wonderful wife, Julia, in 1999. She and I reside in Santa Fe. My wife is a certified gemologist and a free lance writer for the *Santa Fe New Mexican*. We have one daughter who is 28 months old, named Jacqueline Ilana Bell. Her middle name is after my father Irving. My mom Marilyn lives in Santa Fe. She came to NM in 1960 from Birmingham, AL, and has lived here since. My brother Jon and his wife Sherry live in Albuquerque. My wife's parents, Michael & Rita Linder, and her grandmother, Ida Linder, live in Santa Fe. As you

can see, we are all family-oriented and realize how blessed we are to be so close and see each other so often.

My interest in the NMJHS started by attending a meeting. I realized that the group had many intelligent people involved with some very interesting topics on the history of Jews in New Mexico. I have learned a lot and have met many wonderful people from the organization, and I hope that more people get involved and help out by joining and sharing ideas.

Message From the Departing President



It is with a sense of gratification that I anticipate performing my last formal act as President of the NMJHS, when I hand over "The Aspirin"

(the sole emolument of the office) to our incoming President, Lance Bell, at our Annual Membership Meeting on June 13.

I am pleased to report that the State of the Society is very good. Our financial house is in order (more or less - we can always use some more contributions), our membership has grown significantly over the past two years, our programming remains strong, and our Board is dedicated and hardworking.

I am most encouraged to be passing the torch to a new crop of officers who represent not only new faces, but also a new generation of leadership. And, though the faces are new, the families from which several of the officers and Board members emanate represent some of the oldest and most distinguished Jewish families in New Mexico - Bell, Terr,

continued on p. 6